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Foundations of Writing

Ear Draft

First Source: Flyer to Student

# **NOW HIRING!**

## **Incoming Freshman Looking for a Job?**

### **The Husky Lounge**

#### **Hours**

**Minimum: 10 hours a week**

**Maximum: 20 hours a week**

**Not necessary to work during  
the summer**

#### **Job Duties**

**Make food**

**Work register**

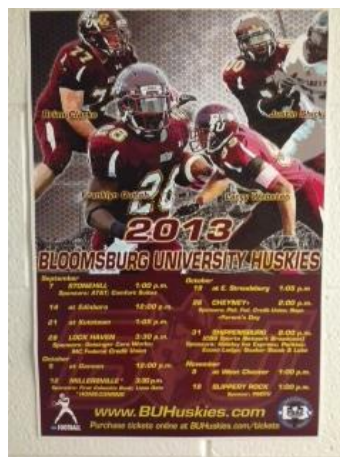
**Stock up goods**



I chose to do a now hiring flyer because I think that flyers are a good way to draw attention to students. They seem to like to read things that are simple and easy to follow, and also that don't have a lot of clutter and information because it will tend to bore a student while reading it. I added a picture to draw attention for viewers and used big font as well. I used a contrast of colors to attract as well. I put in the columns and boxes to separate different parts of the flyer so that it will be easy for viewers to go to the section they want to get information on and keep alignment and organization. This also gave the flyer repetition to make it look well put together. I included hours and job duties as headers. I bolded the main point so that it would be easy to understand what the flyer is about. I used the Bloomsburg logo to verify it's a job through the school and on campus.



Example 1: I like the way they put the logo in a big font at the top to draw attention and have viewers know what the flyer is about right away. They put ticket pricing for students versus general public in different sections to make it easier on the reader so they know what section to go to in order to get the information they need. The contrast of colors also attracts viewers. They made headings a bigger font so that you could know where to look based on what information you were searching for. The picture is another good attraction for readers and draws attention. From this article, I took the idea to make the heading big so that you know what the flyer is about right when looking at it. I also took the idea of separation information into boxes to make it organized and easy to read.



Example 2: This flyer drew attention with the school colors making it obvious to the audience that it's school related. The picture shows that it's about football. The big font makes it obvious that the flyer is school related as well and it repeats Bloomsburg multiple times to get the point across. They have the information columned to make it easier to read as well, with headings for different sections based on dates so you can go to the date you're looking for easily. In my own flyer, I took the idea to include the Bloomsburg logo to make it obvious the flyer is in relation to the school. Also the contrast of colors gave me the idea to use colors very different as well to draw attention.



Example 3: I like that they made the logo very big so you know what the flyer is about right away. I think the colors are a little dull but it's an okay contrast with black and blue. I like that they made the important information a bigger font such as the date and the tournament name. They made columns for the information to make it look much more organized and easier to read. They bolded and underlined important information as well and centered all of the words to keep it all one style so that the flyer isn't too busy. From this flyer, I took the idea of centering some information and then aligning other information differently. I think it made it more creative and interesting to read and look at. I also took the idea of bolding important information so that it would stand out.

## Second Source: Letter to Parent/Guardian



To Parents and Guardians:

Congratulations on your child's acceptance to Bloomsburg University! We have a safe and satisfying area for them to grow. There are a number of residence halls for freshman. We also offer tons of clubs and events for them to choose from.

The first step of this process is to send in your down payment on housing. Don't procrastinate because the sooner you do so, the better chance of your child not being tripled. Though it can be a hard transition, we offer plenty of space and try to keep room even for everyone involved.

Another thing to think about for your child's transition is whether or not you want them to have a job while in school. Though it may sound like a lot of stress, based on research, students with jobs are better kept on track and tend to have higher GPA's. We offer many jobs on campus and also around the community. It's definitely something to look into and discuss with your child.

It may seem like a lot of information and a lot to think about, but don't fret! This is a great experience for you and your child to flourish. Keep in mind all the possibilities and keep track of the process of giving your child a chance to "Be You, at BU".

Feel free to give us a call if you have any questions or concerns at (800)759-8000

Thanks,

From the family of Bloomsburg University

I chose to do a letter because it is more formal and appropriate to be presented to parents. I used paragraphs and indented to make it organized and aligned. This also used repetition by making each paragraph the same look. I also added the Bloomsburg logo for contrast and so that it is

obvious the letter is intended towards a specific school and parents will know what the letter is in regards to before beginning to read it. I wrote the letter in regards to congratulation to students getting accepted to the school and made sure to include information on housing and working on campus, since that is what my whole project is about.



Example 1: I really like the way they used a big heading to draw attention. I also like that they made it a very obvious Christmas theme. I like that they made it very organized and bunched together information relatable. I like that they put the date centered in the bottom and easy to see. I like that they clearly headed to whom the letter was to. I took from this letter the title Noel and added the Bloomsburg logo to mine to make it contrasted and stand out from a normal letter.



Example 2: I like that they used a border at the top for the title and made it bold to make it easy to read and know what the letter is in regards to. They categorized and put the date to the side which made it organized looking. I like that they addressed the letter and ended it with the name and title of the writer. I like that they put the address in the top corner for the person the letter is written to. I used this idea in my letter and also the ending in addressing who the letter is written to.



Example 3: I like that they used the company logo to make it easy to know who the letter is from. I also like that they split the information into different categories. I think the way they laid out the information was creative but a bit messy. They kept it short and to the point and split the information in categories making it easy to follow. From this letter, I took the idea on how to split the information into sections and keep it organized and aligned. I also included the logo and heading such as this example.

### Third Source: Satire to Students

<http://Pixton.com/ic:8tplwbwb>

I chose to do a satire as my last source because it was a creative way to inform students about working. It was also a good attention getter and was easy to understand and follow, making it more likely for someone to read it. I think that a satire gives the information a funny quirk and makes it entertaining to read. I did a comic because it was creative and a cool idea on how to make the satire different. I used contrast in my comic strip because I jumped from one extreme to another in regards to the consequences of working as a student. I used repetition by using the same character in her everyday life and experiences and also by using boxes for each comic. There's somewhat an alignment because they are four boxes all set up together.



Example 1: I found this to be funny but also scary. The point they are trying to make is true because a lot of people graduate then do nothing with their degree and can't find a career and end up having to do basic jobs again. It's pretty sad that we go through all this schooling without a promising career to turn to after the process is over. We spend so much money doing and end up broke with no way of paying it all back. I used this satire to give me an idea on how to use a girl working at a restaurant in my example and how she ends up broke.



Example 2: In this satire, I like that they used oops instead of ups because it sounds similar and gives it a creative logo. It was very clever and very true. I think it was an entertaining satire. I like that they took the real logo and made it opposite of the true one. I used this in my satire when I included a student working and how it's not beneficial and makes her irresponsible, when in reality; a student with a job is normally more responsible and prioritized.



Example 3: This satire was different from others I saw. It's only a picture but is easily understood. Apple does take a lot of our money if you think about it and people spend a ton on their products. They have a lot of interest from their products and continue to make new products so that they can get more money from buyers.